Name	Category	Duration	Host	Description
DSID	Marketing Cookie	2 weeks	DoubleClick	This cookie is owned by Google. This cookie is used to identify a user logged into his Google Account on non-Google sites and to remember his ad personalization preferences.
IDE	Marketing Cookie	13 months	DoubleClick	This cookie is owned by Google. This cookie contains a unique user ID that allows the user to be tracked across different sites and domains to deliver personalized advertising.
RUL	Marketing Cookie	1 year	DoubleClick	This cookie is owned by Google. This cookie is used to determine if website advertising has been displayed correctly.
c_user	Marketing Cookie	1 year	Facebook	Used by Facebook to store the user ID of the currently logged in user.
datr	Marketing Cookie	2 years	Facebook	Used by Facebook to "differentiate legitimate visits to our website from illegitimate ones."
dpr	Marketing Cookie	1 week	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
fr	Marketing Cookie	3 months	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
oo	Marketing Cookie	5 years	Facebook	Used by Facebook to allow users to opt out of seeing certain advertisements on Meta based on their activities on third-party websites.
sb	Marketing Cookie	2 years	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
xs	Marketing Cookie	1 year	Facebook	Used by Facebook to store the user ID of the currently logged in user.
presence	Marketing Cookie	1 month	Facebook	Used by Facebook to contain the user's chat state.
usida	Marketing Cookie	Session	Facebook	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
__Secure-3papisid	Marketing Cookie	2 years	Google	This cookie is owned by Google. Google uses security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. Google also uses cookies to build a profile of website visitor interests to show relevant and personalized ads through retargeting.
__Secure-3psid	Marketing Cookie	2 years	Google	This cookie is owned by Google. Google uses security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. Google also uses cookies to build a profile of website visitor interests to show relevant and personalized ads through retargeting.
__Secure-3psidcc	Marketing Cookie	1 year	Google	This cookie is owned by Google. Google uses security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. Google also uses cookies to build a profile of website visitor interests to show relevant and personalized ads through retargeting.

1P_JAR	Marketing Cookie	1 month	Google	This cookie is owned by Google. Google uses cookies to help customize ads on Google properties.
NID	Marketing Cookie	6 months	Google	This cookie is owned by Google. Google uses cookies to help customize ads on Google properties.
CONSENT	Marketing Cookie	2 years	Google	This cookie is owned by Google. This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.
_BEAMER_FIRST_VISIT_xxx	Performance Cookie	1 year	Hotjar	This cookie is set by Beamer to store the date of user's first interaction with Hotjar insights.
_BEAMER_LAST_UPDATE_xxx	Performance Cookie	1year	Hotjar	This cookie is set by Beamer to store the timestamp for the last time the number of unread posts was updated for a user.
_BEAMER_USER_ID_xxx	Performance Cookie	1 year	Hotjar	This cookie is set by Beamer to store an internal ID for a user.
_guid	Marketing Cookie	90 days	LinkedIn	This cookie is set by LinkedIn. This cookie is used to identify a LinkedIn Member for advertising through Google Ads.
AnalyticsSyncHistory	Marketing Cookie	30 days	LinkedIn	This cookie is set by LinkedIn. This cookie is used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries
bcookie	Marketing Cookie	2 years	LinkedIn	This cookie is set by LinkedIn. This browser cookie is used to identify each device accessing LinkedIn in order to detect any abuse on the platform.
lang	Marketing Cookie	Session	LinkedIn	This cookie is set by LinkedIn. This cookie is used to remember a user's language setting to ensure that LinkedIn.com is displayed in the language selected by the user in their preferences.
li_gc	Marketing Cookie	2 years	LinkedIn	This cookie is set by LinkedIn. This cookie is used to store consent of guests regarding the use of cookies for non-essential purposes.
li_mc	Marketing Cookie	2 years	LinkedIn	This cookie is set by LinkedIn. This cookie is used as a temporary cache to avoid database user consent lookups for use of non-essential cookies.
liap	Marketing Cookie	1 year	LinkedIn	This cookie is set by LinkedIn. This cookie is used by sites other than "www.domains" to indicate a member's login status.
lidc	Marketing Cookie	24 hours	LinkedIn	This cookie is set by LinkedIn. This cookie is used to facilitate the selection of data centers.
lms_ads	Marketing Cookie	30 days	LinkedIn	This cookie is set by LinkedIn. This cookie is used to identify LinkedIn users outside of LinkedIn for advertising purposes.
lms_analytics	Marketing Cookie	30 days	LinkedIn	This cookie is set by LinkedIn. This cookie is used to identify LinkedIn users outside of LinkedIn for analytics purposes.
sdsc	Marketing Cookie	Session	LinkedIn	Context cookie used by LinkedIn for the connection data service. This cookie is used for database routing to ensure

				consistency across databases when changing. This cookie is also used to ensure that user-entered content is immediately available after submission to the submitting user.
UserMatchHistory	Marketing Cookie	30 days	LinkedIn	This cookie is set by LinkedIn. This cookie is used to synchronize LinkedIn Ads identifiers.
_pinterest_ct	Marketing Cookie	1 year	Pinterest	Equivalent of _pinterest_sess for the browser in the application. This cookie is placed in the user's in-app browser when the user views off-site content, such as a third-party website, from within the Pinterest app.
_pinterest_ct_rt	Marketing Cookie	1 year	Pinterest	This cookie is used by Pinterest to track the usage of services. It is placed each time the person visits an advertiser's site on which the Pinterest tag is installed.
_pinterest_ct_ua	Marketing Cookie	1 year	Pinterest	This cookie is used by Pinterest to track the usage of services. It is placed each time the person visits an advertiser's site on which the Pinterest tag is installed.
_pinterest_sess	Marketing Cookie	1 year	Pinterest	Pinterest's login cookie. This cookie is used to store a person's login status in a web browser.
__stid	Social Media Cookies	1 year	Share This	ShareThis cookie ID. This cookie is used to monitor user-activity (pages visited, the amount of time spent, etc.).
__stidv	Social Media Cookies	1 year	Share This	ShareThis cookie ID version. This cookie is used to monitor user-activity (pages visited, the amount of time spent, etc.).
pubconsent-v2	Social Media Cookies	13 months	Share This	ShareThis cookie set to indicate user has made a declaration about GDPR data collection for IAB TCF v1 format.
st optout	Social Media Cookies	10 years	Share This	ShareThis cookie set to indicate that user has opted out from data collection.
muc	Marketing Cookie	2 years	Twitter	This cookie is set by Twitter. This cookie is intended for the identification of bots.
guest_id	Marketing Cookie	2 years	Twitter	This cookie is set by Twitter. This cookie is used to identify and track the website visitor.
personalization_id	Marketing Cookie	2 years	Twitter	This cookie is set by Twitter. This cookie tracks off-Twitter activity for personalized experience.
muc_ads	Marketing Cookie	2 years	Twitter	This cookie is set by Twitter. This cookie is used for advertising purposes.
OptanonAlertBoxClosed	Strictly Necessary Cookie	1 year	universem.com	This cookie is set by the cookie compliance solution from OneTrust. This cookie is used to determine whether a visitor should be shown the banner.
OptanonConsent	Strictly Necessary Cookie	1 year	universem.com	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users

				browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.
PHPSESSID	Strictly Necessary Cookie	Session	universem.com	Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables.
_derived_epik	Performance Cookie	1 year	universem.com	This cookie is placed when the Pinterest tag reports an identified match without the use of cookies, such as through advanced matching. The Pinterest tag caches information to facilitate matches on future pages.
_ga	Performance Cookie	2 years	universem.com	This cookie name is associated with Google Universal Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.
_ga_7TR0EZHX9P	Performance Cookie	2 years	universem.com	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
_gat_UA-1892260-6	Performance Cookie	1 minute	universem.com	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.
_gid	Performance Cookie	1 day	universem.com	This cookie name is associated with Google Universal Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.
_hjAbsoluteSessionInProgress	Performance Cookie	30 min	universem.com	This cookie is set by Hotjar. This cookie is used to detect the first pageview session of a user.
_hjid	Performance Cookie	1 year	universem.com	This cookie is set by Hotjar. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that

				behavior in subsequent visits to the same site will be attributed to the same user ID.
_hjIncludedInPageviewSample	Performance Cookie	30 min	universem.com	This cookie is set by Hotjar. This cookie is set to determine if a user is included in the data sampling defined by the site's daily session limit.
_hjSession_xxx	Performance Cookie	30 min	universem.com	This cookie is set by Hotjar. This cookie holds current session data. It ensures subsequent requests in the session window are attributed to the same session.
_hjSessionUser_xxx	Performance Cookie	1 year	universem.com	This cookie is set by Hotjar. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
_hjTLDTest	Performance Cookie	Session	universem.com	This cookie is set by Hotjar. This cookie enables to try to determine the most generic cookie path to use, instead of page hostname.
_gcl_au	Marketing Cookie	90 days	universem.com	Used by Google to take information in ad clicks and store it in a first-party cookie so that conversions can be attributed outside the landing page.
_pin_unauth	Marketing Cookie	1 year	universem.com	This cookie is used by Pinterest to track the usage of services of users who cannot be identified by Pinterest. It is placed each time the person visits an advertiser's site on which the Pinterest tag is installed.
sharethis_cookie_test__	Social Media Cookies	Session	universem.com	ShareThis cookie set to indicate user has made a declaration about GDPR data collection for IAB TCF v1 format.
__Secure-3PAPISID	Marketing Cookie	2 years	YouTube	This cookie is owned by YouTube (Google). Google uses security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. Google also uses cookies to build a profile of website visitor interests to show relevant and personalized ads through retargeting.
__Secure-3PSID	Marketing Cookie	2 years	YouTube	This cookie is owned by YouTube (Google). Google uses security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. Google also uses cookies to build a profile of website visitor interests to show relevant and personalized ads through retargeting.
__Secure-3PSIDCC	Marketing Cookie	2 years	YouTube	This cookie is owned by YouTube (Google). Google uses security cookies to authenticate users, prevent fraudulent use of login credentials, and protect user data from unauthorized parties. Google also uses cookies to build a profile of website visitor interests to show relevant and personalized ads through retargeting.
LOGIN_INFO	Marketing Cookie	2 years	YouTube	This cookie is owned by YouTube (Google). Google uses cookies to help customize ads on Google properties.

VISITOR_INFO1_LIVE	Marketing Cookie	2 years	YouTube	This cookie is set by YouTube (Google). This cookie is used to keep track of user preferences for YouTube videos embedded in sites;it can also determine whether the website visitor is using the new or old version of the YouTube interface.
YSC	Marketing Cookie	Session	YouTube	This cookie is set by YouTube (Google). This cookie is used to remember user input and associate a user's actions.
CONSENT	Marketing Cookie	7 days	YouTube	This cookie is owned by Google. This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.

Privacy Policy of the Website

1. WHO PROCESSES PERSONAL DATA ?

UNIVERSEM, whose registered office is Parc Créalys, Rue Camille Hubert 13, 5032 Gembloux, BELGIUM and who is registered at the Crossroad Bank of Entreprises under the number BE891053282 (ci-après UNIVERSEM) attaches great importance to the protection of the personal data of the users of its website universem.com as well as to those of its customers and contacts.

In accordance with the European General Regulation on the Protection of Personal Data No. 2016/679, UNIVERSEM is responsible for the processing of personal data communicated to it. UNIVERSEM therefore takes the appropriate technical and organizational measures to protect this data.

1. WHAT DATA ARE WE TALKING ABOUT ?

The personal data collected and processed by UNIVERSEM may vary depending on the case: last name, first name, profession, home address, contact details, bank account number, images, technical information (electronic data), including the IP address used to connect your computer to the internet, the type and version of the browser, the time-zone setting, the browser plugins' type and versions, the operating system and platform, the device ID, order data from of UNIVERSEM, including, where appropriate, those relating to the management of possible legal case, where the person concerned expressly marks his/her consent.

2. FOR WHICH PURPOSE(S) ?

The processing of this data is necessary in order to enable UNIVERSEM, depending on these concerns :
(i)   to follow up on requests for contact and/or calls for tenders that reach UNIVERSEM,
(ii)   to send the newsletter and/or any other information relating to the activities of UNIVERSEM,
(iii)   to promote the activities of UNIVERSEM & for marketing purposes,
(iv)   execute the contract to which the data subject is a part of, or the pre-contractual measures taken at the person's request, and thus more specifically to ensure customer management, billing and collection. In this case, the corresponding data will be kept for the duration of the execution of the contract, as well as the applicable statutory limitation periods.
(v)   to perform ad measurement services on our behalf by third parties using their tools, and for which we have obtained customer consent for such sharing and use where legally required.

3. WHO COULD THE DATA BE TRANSMITTED TO ?

Personal data are, depending on the specific case, communicated:
   (i)   To the data subjects themselves ;
   (ii)   To fiscal and social authorities, to the extent necessary with respect to the fiscal and social obligations of UNIVERSEM,

(iii)   To the subcontractors of UNIVERSEM, like a computer service provider, to the extent necessary with regards to their respective missions.

4.   LOCATION OF YOUR DATA

In the European Union – Your data is generally only stored on servers located in the EU.

If transferred outside the European Union – Your data is only transferred to a country that does not offer an adequate level of protection if the processing of your case requires the sharing of information with legal professionals in non-EU countries. Similarly, for the sending of our newsletters and the ticketing of the events we organise, we may use subcontractors located outside the European Union.

In such cases, we will of course ensure that the recipients are obliged to comply with the same data protection standards as in the EU by means of appropriate contractual clauses. You can obtain a copy of these guarantees on request.

5.   PROTECTION OF YOUR DATA

Technical and organisational security – We take all necessary steps to ensure an adequate level of security for your data, in particular to protect it from leakage, loss, destruction, public disclosure, unauthorised access or other misuse.

6.   RIGHTS AND HOW TO EXERCISE THEM

Information – This right is exercised through this document. If the data processed includes the data of your staff, you undertake to inform them of this document.

Access and rectification – You have the right to access your data and to have them rectified if necessary.

Objection – You may object to the processing of your data by us on the basis of our legitimate interest.

Withdrawal of consent – Where data is processed on the basis of your consent, you may withdraw this decision at any time, without calling into question the past processing.

Erasure – You may obtain the erasure of your data or the restriction of processing under the conditions set out in Articles 17 and 18 of the General Data Protection Regulation.

Portability – The data you have provided to us may be communicated to you or to a colleague in electronic format.

For additional information on your rights:

https://www.autoriteprotectiondonnees.be/citoyen/vie-privee/quels-sont-mes-droits-

To exercise any of these rights, a written, signed and dated request must be made with a copy of both sides of the person's identity card, sent by ordinary mail to UNIVERSEM, or by

email to marketing@universem.com. If it is an electronic identity card, an official certificate of residence must also be attached.

7.   EDITING

This policy may be corrected, added to or amended at any time for various reasons. The most up-to-date version can be consulted at all times on our website. We invite you to consult it regularly.

Website cookies policy

Visiting UNIVERSEM's website implies the collection of personal data by means of cookies or similar technologies.

1. WHAT ARE COOKIES ?

A cookie is a small text file, saved by the browser on the user's computer/smartphone/tablet when visiting websites. The use of cookies allows websites to function as efficiently and simply as possible. You are not obliged to accept (all) our cookies. However, if you do not accept or you delete our cookies, please be aware that you will not be able to take full advantage of certain features of our Website and/or the user experience.

2. WHAT KIND OF COOKIES ARE WE TALKING ABOUT ?

There are different types of cookies. Some are necessary for the proper functioning of a website, others are used to improve and simplify its use:

1. Cookies strictly necessary for the functioning of the websites;
2. Functional cookies ;
3. Performance cookies ;
4. Marketing cookies ;
5. Social Media cookies

Cookies strictly necessary for the operation of UNIVERSEM websites do not collect any information about the user that may be used for marketing purposes and are essential to use UNIVERSEM websites. These cookies are exempt from the consent requirement in accordance with Article 129 of the Electronic Communications Act of 13 June 2005 (see points 3.1 and seq., of the opinion 04/2012 of the Article 29 Working Party, independent European advisory body bringing together the members of the various national authorities for the protection of personal data about exceptions to the consent requirement for cookies).

Functional cookies are used to store the user's login data, to secure the user's login to the UNIVERSEM website, to provide live assistance. These cookies do not collect any information about the user that can be used for marketing purposes. These cookies are also exempt from the consent requirement (see points 3.1 and 3.3 of the opinion mentioned above).

Authentication cookies allow users to identify themselves and access secure content. These cookies do not collect any information about the user that can be used for marketing purposes. These cookies are also exempt from the consent requirement (see section 3.2 of the opinion mentioned above).

Performance cookies allow UNIVERSEM to collect information about how users browse the UNIVERSEM's websites, and to adapt and improve these websites accordingly. UNIVERSEM is unable to identify users using this type of cookie, and all data collected by these cookies are processed anonymously. These cookies do not collect any information about the user that can be used for marketing purposes. These cookies are placed and used on the basis on the consent given by the user.

Targeting/third parties cookies. UNIVERSEM could possibly conduct advertising campaigns, including the use of third parties who may sometimes place cookies (or similar technologies) to evaluate the success of the campaign, or show targeted advertising, adapted to the interests of the users, or to limit the number of views per user. For example, links to the social networks or to videos on YouTube -who are third parties- can, if appropriate, place cookies on the websites of UNIVERSEM. These cookies are placed and used based of the consent given by the user.

When a user refuses to use this type of cookies, the user can only access pages and services that do not require these cookies. The parts of UNIVERSEM websites that technically allow the inclusion of third-party content -and therefore third-party cookies- will no longer be accessible and a message will inform the users.

A distinction has to be made as well between:

1. Session Cookies
2. Permanent cookies

Session cookies are automatically removed from the computer's hard drive or the user's browser memory when he/she logs out and/or closes the browser.

Permanent cookies are stored on the computer's hard drive or in the user's browser memory for a limited period of time (minutes, days or years) after the browser is disconnected or closed.

There are various ways to configure and manage cookies: you can either deactivate UNIVERSEM or third-party cookies using your browser settings, or you can use our cookie setting tool to manage your cookie preferences (accept/reject).

The retention period of the data collected via the various cookies may vary depending on whether the cookie is placed by UNIVERSEM or by third parties. We are not responsible for the retention period for third party cookies. The table below displays in details the cookies used on UNIVERSEM website(s) and the cookies used by third parties.

Last updated: May 17th 2022